

Message Text

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PAGE 01 MILAN 00454 071550Z

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SUBJECT: GLOBAL MARKET RESEARCH - LABORATORY INSTRUMENTS, ITALY

REF: STATE A-6864, SEP. 3, 1974; MILAN'S 1787

1. THREE COPIES SUBJECT STUDY BY CONTRACTOR A.T. KEARNEY FORWARD-
ED TO USDOC VIA APO ON FEB. 26. TEN COPIES FORWARDED TO USDOC ON
FEB. 28.

2. POST HAS REVIEWED STUDY, AND FINDS ITS FOCUS TO BE CENTERED ON
AN ASSESSMENT OF CURRENT CONDITION OF LABORATORY INSTRUMENTS MARK-
ET. THIS AREA OF REPORT SATISFACTORY, BUT CONTRACTOR'S CONCLUS-
IONS CONCERNING MARKET OUTLOOK AND SUITABILITY OF USDOC PROMOTION-
AL EVENTS ARE VAGUE AND EVASIVE. REPORT STATES USDOC TRADE EVENTS
ARE "HELPFUL FOR PROMOTION OF U.S. EXPORTS" AND..."POTENTIAL SALES
AGENTS"... "USEFUL FOR ADVERTISING", BUT IT WARNS THAT LARGE NUM-
BER OF U.S. FIRMS ALREADY IN ITALY MAKING "SMALL MARKET SEGMENT
FOR NEW U.S. SUPPLIER...OF MARGINAL ATTRACTIVENESS TO
NEW SUPPLIER". THE REPORT DOES NOT RECONCILE THESE POINTS
EFFECTIVELY TO DETERMINE SUITABILITY OF
USDOC EVENTS IN LABORATORY INSTRUMENTS MARKET IN ITALY.

3. OUR IMPRESSION THAT CONTRACTOR HAS PESSIMISTIC VIEW OF MARKET.
U.S. SHARE OF MARKET IS PREDICTED TO BE DECLINING IN 4 OF 15
SURVEYED PRODUCT LINES, AND INCREASING IN ONLY ONE. STUDY DOES
NOT PREDICT BRIGHT OUTLOOK FOR OVERALL MARKET IN ITALY, OR FOR
U.S. IMPORT PROSPECTS.

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4. WE AGREE WITH CONTRACTOR THAT PRESENCE OF SEVERAL MAJOR U. .
SUPPLIERS IN ITALY (OFTEN VIA INCREASING USE OF EUROPEAN MANUF-
ACTURING SUBSIDIARIES) WILL HAMPER SUCCESSFUL ENTRANCE IN MARKET
BY NTM/E FIRMS, BUT WE BELIEVE NEW SUPPLIERS WITH NOVEL PRODUCTS
CAN GAIN SHARE OF MARKET FROM DOMESTIC AND THIRD-COUNTRY SUPPLIERS.

5. CONTRACTOR FOUND DIFFICULTY IN OBTAINING PRECISE AND MEANING-
FUL STATISTICS ON LABORATORY INSTRUMENTS MARKET IN ITALY. THIS
DIFFICULTY HAS BEEN SHARED BY MOST RESEARCHERS HERE, AND POST
BELIEVES STATISTICAL DEFICIENCIES ARE ADEQUATELY EXPLAINED IN STUDY
NARRATIVE.GOOLD

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